SYSTEM AND METHOD FOR PROVIDING CUSTOMIZED-NEWS INSERTED WITH ADVERTISEMENT INFORMATION AND COMPUTER-READABLE RECORDING MEDIUM FOR STORING PROGRAM OF THE METHOD

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PURPOSE: A system and a method for providing customized-news inserted with advertisement information and a computer-readable recording medium for storing a program of the method are provided to increase the efficiency of an advertisement and to reduce an advertisement cost by making a user view the advertisement information inserted into the news. CONSTITUTION: A system for providing a customized-news inserted with advertisement information comprises a news providing server(30), a plurality of advertiser terminals(10)/user terminals(15)/enterprise terminals(17), and at least one news server(50). The news providing server(30) inserts the advertisement information into news information required by a user/enterprise manager as they enter into the site. The plurality of advertiser terminals(10)/the user terminals(15)/the enterprise terminals(17) are connected with the news providing server(30) through a first communication network(20). The at least one news server(50) are connected with the news providing server(30) through the second communication network(40). The news providing server(30) includes a news information retrieval management module, an advertisement information management module, a member information management module, and a news information detecting module, an advertisement information inserting module, a transmission support module, a news information database, an advertisement information database, and a member information database.